

## **REMARKS**

Applicant respectfully requests reconsideration of this application. No claims have been canceled. Claims 71, 76 and 81 have been amended to more properly define preexisting claim limitations and are supported by the specification.

### **Rejections Under 35 U.S.C. § 102(a)**

Claims 2, 16, 19, 33, 36, 50, 52, 71, 74, 76 and 81 stand rejected under 35 U.S.C. § 102(a) as being anticipated by article by Marc Gunther entitled “The Trouble with Advertising” (“Gunther”). Applicants do not admit that Gunther is prior art and reserves the right to swear behind the reference at a later date. Nonetheless, Applicants respectfully submit that Gunther does not disclose each and every element as claimed under 35 USC §102(a).

Gunther discloses a rewards program that gives users points, similar to airline frequent-flier miles, for viewing pages and buying things. Gunther further states that an avid sports fan (or anyone with nothing better to do) who visits frequently and clicks on enough pages can exchange points for T-shirts, movie passes, \$5 and \$10 restaurant certificates, hockey pucks, and baseballs, along with automatic entries in a \$1 million sweepstakes.

Gunther does not disclose that “at least two hyperlinks of the plurality of hyperlinks have different associate point values,” as recited in independent claims 71, 76, and 81. Specifically, Gunther does not disclose that web pages might be associated with different point values, and therefore, clicking on a link for a specific page may determine a different point value than when clicking on another link for another page. Having at

least two hyperlinks of the plurality of hyperlinks have different associated point values allows for a different number of points to be awarded as a result of the user clicking on one of the plurality of hyperlinks as claimed.

Accordingly, Applicants respectfully submit that Gunther does not disclose each and every element as recited in independent claims 71, 76, and 81. Claims 2, 16, 19, 33, 36, 50, 52 and 74 are dependent on at least one of the claims 71, 76, and 81; and hence are also patentable at least for the reasons stated above. Therefore, Applicants respectfully request the rejections to claims 2, 16, 19, 33, 36, 50, 52, 71, 74, 76 and 81 under 35 USC §102(a) be withdrawn.

#### **Rejections Under 35 U.S.C. § 103(a)**

Claims 3-15, 20-32, 34, 37-49 and 51 were rejected under 35 U.S.C. § 103(a) as being unpatentable over article by Marc Gunther entitled “The Trouble with Advertising” (“Gunther”).

As articulated above, claims 71, 76, and 81 are patentable over Gunther. Claims 3-15, 20-32, 34, 37-49 and 51 are dependent on at least one of the claims 71, 76, and 81; and hence, are also patentable at least for the reasons stated above. Therefore, Applicants respectfully request the rejections to claims 3-15, 20-32, 34, 37-49 and 51 under 35 USC §103(a) be withdrawn.

## CONCLUSION


Applicant respectfully submits that the rejections have been overcome by the amendments and remarks, and that the Claims as amended are now in condition for allowance. Accordingly, Applicant respectfully requests the rejections be withdrawn and the Claims as amended be allowed.

If there are any additional charges, please charge Deposit Account No. 02-2666 for any fee deficiency that may be due.

Respectfully submitted,

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